



# ARTS COUNCIL *for* MONTEREY COUNTY

---

## For A More Vibrant Community, the Arts Are the Answer!



Photo by Kira Godbe

Paulette Lynch, Executive Director

Happy Spring! April has become one of the most exciting months for us as we finalize plans for year-end productions and exhibitions and set up plans for next year! Just a few days ago, we launched our 2018 Music For All Campaign. We are right in the middle of gathering student artwork from every Salinas City Elementary School for exhibition at the 150th City of Salinas Founders Day on April 14. And, we are putting the finishing touches on our plans for the fourth Annual Arts Education Summit on April 28. Join us! Please read on for details about these initiatives and so much more that all add up to a healthier and more vibrant community. Get in touch with us -- to support our programs, get more involved or share your own ideas -- as soon as you possibly can!



**FOUNDERS DAY**  
**SALINAS, CALIFORNIA**

**Founders Day: 150th Anniversary of Salinas**  
**Join Us for a Day of Art, History & Community**

Founders Day is the annual celebration of the rich and diverse history of Salinas and Salinas Valley. Please join us for this wonderful community event on April 14, 2018. From 9am-3pm at 3 Station Place and West Market Street in Salinas, this free celebration features music and cultural performances, food & drinks, market booth vendors, historic house & train tours, children's entertainment and play area, and more. Founders Day organizers are anticipating more than 5,000 visitors!

We are especially thrilled to showcase student artwork as one of the featured components of Founders Day festivities. Our teaching artists have been in residency at all fourteen schools in the Salinas City Elementary School District this past year. In addition, the Arts Council will host a lively arts booth with children's activities of coloring and spin art. Please bring families and friends and stop by!

---

*In Just a Few Minutes Today,  
You Can Affect A Young Learner For A Lifetime!\**



## CAMPAIGN 2018

### IF YOU HAVE JUST ONE HOUR:

- \* Go to [arts4mc.org/music](http://arts4mc.org/music) – watch the animated video “*How Playing an Instrument Benefits Your Brain*”  
Share this video on all your social media and ask your friends and followers to join you
- \* Click on the School District Directory; Find all the School Districts you care about most  
Use the *Letter to the School Board* Template and send individually to each school board member

### IF YOU HAVE TWO HOURS:

- \* Do all of the above first, then,
- \* Use the Letter to the Editor Template and send to your favorite news outlets - individually  
(Note: Word limit usually 150-200; include your name, phone number, city of residence)

### READY FOR MORE?

- \* Go to your favorite school district website, search for LCAP meetings
- \* Attend the information meetings and speak out – if feasible, show them the video!!
- \* Attend the school board meetings as well and request permission to speak/show the video!
- \* Ask to meet with school board members personally and first: LISTEN to their needs/goals  
Then, talk with them about how music can uniquely solves that problem!

### AS SOON AS YOU POSSIBLY CAN, JOIN OUR TEAM!!

- \* To register for alerts regarding meetings, send a message to [klara@arts4mc.org](mailto:klara@arts4mc.org)
- \* To donate, volunteer or share ideas, contact [paulette@arts4mc.org](mailto:paulette@arts4mc.org)

[arts4mc.org/music](http://arts4mc.org/music)

*Have you heard the Buzz?*

**ARTWORKS @PACIFIC GROVE**

is having a party!

**THIRD FRIDAY ARTWALK**

**Buzz over and join the fun!**



**April 20<sup>th</sup> 6-8PM**

American Tin Cannery  
125 Oceanview Blvd, Ste 209-210



Art Exhibition & Sale,  
Live Music, Dancing, Art Activities  
wine and light refreshments!

Free to the art and music loving  
public!



*Featuring Music  
by Troy Oshann*



---

**Future Audience Network Meeting**  
**Wednesday, April 25th, 9:30am - 11:00am**

The Monterey Peace and Justice Center, 1364 Fremont Boulevard, Seaside

Reach More Millenials with Better SEO



## Featured Speaker

Jennifer Filzen  
Owner of **Rock Star Marketing**

### About the Speaker



It all started when Jennifer Filzen decided to become a singer/songwriter and create her first pop music album, Sirena.

Her marketing and sales talents afforded her the opportunity to get her music heard around the world, including India, China, Europe, Australia, and the United States. Her writing talents launched her into writing SEO content for websites, and many companies choose this Rock Star to put their own businesses in the limelight.

### About the Topic

If you want tech-savvy people to find you, you need to hang out online where they are. Jennifer Filzen of Rock Star Marketing will share her secrets on how to catch more clients with SEO content that connects to the heart.

### Agenda

9:30 am - Doors Open, Continental Breakfast, Coffee -- Conversation -- Introductions

10:00 am - FEATURED TOPIC - Reach More Millennials with Better SEO

11:00 am - FAN Meeting Ends; Conversations can continue!

*Admission is free, light refreshments served.*

Please RSVP to Klara at [klara@arts4mc.org](mailto:klara@arts4mc.org) no later than Tuesday, April 24th, 2:00pm

---

## Mark Your Calendars! 4th Annual Arts Education Summit

### Healing and the Arts: Model Programs & Practices

**Saturday, April 28th, 2018**

8:30am-1:30pm

Boys and Girls Clubs of Monterey County, Seaside



### Moderator:

Rosemary Soto, Gang Violence Prevention Coordinator, County of Monterey, Administrative Office

**Keynote Speaker:**

Jamila Dunn, Director of Education, Kala Art Institute

**Expert Panelists:**

Amy Essick, Curator of Art, Montage Health/Community Hospital of the Monterey Peninsula  
Kurt Schake, Executive Director, Veterans Transition Center  
Juan-Carlos Gonzalez, Visual Interdisciplinary and Community-based Artist, Rancho Cielo  
Michael Lisman, Deputy Director, Behavioral Health Adult System of Care, Monterey County Health Care Dept.

**"5 Minutes of Fame" - Back by Popular Demand:**

Regina Mason, Co-Founder, The Village Project, Inc.  
Marcia Perry, Executive Director, Youth Arts Collective  
Richard DeVinck, Treasurer, Carmel Classic Guitar Society  
Robin Ledford, Executive Director, YWCA of Monterey County

Click on [Summit Program](#) for more details.

**Register Now:** \$40 includes Continental Breakfast & Lunch. *Registration Deadline April 20th.*



## April & May Volunteer Opportunities

**Founders Day This Weekend - April 14th** - The Arts Council for Monterey County has partnered with the City of Salinas to provide a children's activity and informational booth of arts & cultural activities representing the county. Click on [volunteers needed](#) for open slots.



**Spring County Grantee Reception** - April 19th- The Arts Council for Monterey County will host a Spring Grantee Reception on April 19, 2018 from 5:30-7 pm at the Dali17 Museum. Click [here](#) to sign up!

**Monterey County Health Department Artists Reception** - May 1st- The Arts Council Staff and Board of Directors will host an art reception to be held at the Monterey County Health Department on May 1, 2018 from 5-7 pm. Click [here](#) to sign up!



## Kyla Rubalcava Placed Near the Top in the Statewide Poetry Out Loud Competition



Pacific Grove High School student Kyla Rubalcava placed in the top six of the finalists at the statewide level of Poetry Out Loud Competition in Sacramento, California. The winner at the state level moves on to the national competition in Washington, D.C. in April. [Read more](#)

---

## Online Monterey County Community Arts Calendar Helping Event Organizers - It's Easy

Are you an event organizer or are you looking for a local event? Then you'll want to know about the new Monterey County Online Community Arts Calendar -- showcasing arts events throughout the region.

To submit your event(s) click on [submit event](#) or to search for an event go to [arts4mc.org/events](http://arts4mc.org/events)

Event organizers: Please help us spread the word about your upcoming events with our local community.

This calendar is a free service from the Arts Council for Monterey County.



---

## News & Opportunities From Our Partners

### ACTIVATED HALLWAYS - An ART Contest

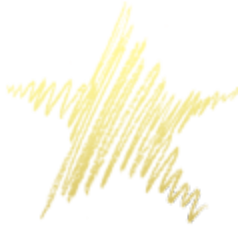
at Van Buren Senior Housing



We are seeking art for the interior spaces of a new community that is under construction in a historic Monterey neighborhood. Activated Hallways grew out of the realization that the "art" in many complexes may consist of space-fillers with little continuity or purpose. To help the new Van Buren Senior Housing community to feel like a more interesting home for the residents, we plan to instead display the work of local artists and art students. **Deadline for submissions April 20th.** [Read more](#)

---

[S.T.A.R. Foundation Performing Arts Scholarship](#)



## Awards for 2018-2019 APPLICATION DEADLINE APRIL 30, 2018

The S.T.A.R. Foundation of Monterey County (Support The Arts Regionally) Scholarship program exists to help graduating Monterey County high school seniors pursue their interest in the performing arts beyond the secondary school setting. Scholarship awards are available for students having an interest in acting, musical theater, vocal and/or instrumental music, related technical skills, playwriting, performing arts management in a college or in an extracurricular program. Generally, and depending on available funds, students attending a two-year college will receive \$500.00 each year. Students attending a four-year college will receive \$1000.00 per year. [Read more](#)



## Veterans Poetry Contest - For all ages Accepting entries through April 30, 2018

What is Veterans Poetry? It is poetry about: Veterans and the service they performed; Military lifestyle; Veterans' values and practices; Stories of life in the military. **Win cool prizes!** [Read more](#)

## SUN CHALLENGE Celebrate Sol Treasures' 10th Year Anniversary



Create a SUN image in any medium or style, no bigger than 4 feet by 4 feet. Submit your artwork to be displayed at the Sol Treasures 10 Year Anniversary Celebration on August 18th. Deadline for submissions is August 1, 2018. Paint, glass, wood, metal, cloth, clay, paper are just a few mediums to consider. Questions: [celebrate@soltreasures.com](mailto:celebrate@soltreasures.com)

Celebre el décimo aniversario de Sol Treasures con un SUN CHALLENGE. Crea una imagen SUN en cualquier medio o estilo, no más grande que 4 pies por 4 pies. Envíe su obra de arte para que se muestre en la celebración del 10º Aniversario de Sol Treasures el 18 de agosto. La fecha límite para las presentaciones es el 1 de agosto de 2018. La pintura, el vidrio, la madera, el metal, la tela, la arcilla y el papel son solo algunos de los medios a considerar. Preguntas: [celebrate@soltreasures.com](mailto:celebrate@soltreasures.com)



## California Documentary Project Grants

The California Documentary Project (CDP) is a competitive grant program that supports the research and development and production stages of film, audio, and digital media projects that seek to document California in all its complexity. The deadline is November 1, 2018. [Read more](#)

---



## Gear up for Grant Season

Does your organization want to make a difference through culture and creative expression? The California Arts Council wants to help! State arts funding saw a significant permanent increase this year. Greater investment equals greater opportunity to meet the demand for arts and cultural experiences across California. Click [here](#) to learn more about grants from the California Arts Council.

---

## 50 Arts Commissions



The Hewlett Foundation's new Hewlett 50 Arts Commissions will provide grants to 10 local nonprofit organizations, \$150,000 each to commission significant new works of theater, spoken word and musical theater and premiere them in the Bay Area.

Applicants for the 2018 awards must be nonprofit organizations with 501(c)(3) public charity status based in one of the 11 Bay Area counties (Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, or Sonoma), but they do not need to be focused on the arts as part of their primary mission. Applications due by April 20th. Full details at [hewlett.org/50Commissions](http://hewlett.org/50Commissions).

---



## Announcement from Northern California Grantmakers

[Northern California Grantmakers](#) is pleased to announce the release of new loan opportunities for Bay Area arts nonprofits. [The Arts Loan Fund \(ALF\)](#) is a collaborative program run by members of Northern California Grantmakers. It provides quick-turnaround, low-cost financial assistance to arts organizations located in Alameda, Contra Costa, Marin, Monterey, San Mateo, San Francisco, Santa Clara, Santa Cruz and Sonoma counties, and individual artists located in the cities of Oakland and San Francisco.

---



## The Arts Contribute More Than \$760 Billion to the U.S. Economy

New data released by the U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts offers an insightful picture of the impact the arts have on the nation's economy. [Read more](#)



Support  
Arts  
Education



Did you know that you can support arts education when you shop online at Amazon.com? When you use this link: [smile.amazon.com/ch/94-2805076](https://smile.amazon.com/ch/94-2805076), a portion of your purchase will be donated to the Arts Council.



*Please support art programs  
for everyone in Monterey County.*

Go to [arts4mc.org/donate](https://arts4mc.org/donate) for more details

*The Arts Council for Monterey County's mission is to improve the quality of life for everyone in our region through the arts. For over 35 years we have served our community and through research and experience, we find over and over that "The Arts Are the Answer" to overcoming our communities' greatest challenges and achieving our region's greatest potential.*

*Thanks to our supporters and partners, we help bring high quality arts programs to more and more residents - including those who have historically had little access. Over the years, we have strengthened the capacity of all arts organizations and cultural groups to more effectively serve our families and we have influenced a broad range of leaders to incorporate the arts in their plans.*

